MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2019/2020

BSM2014 – IT SERVICE MANAGEMENT

(All sections/Groups)

28 FEBRUARY 2020
9.00 a.m – 11.00 a.m
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of 3 pages with 4 Questions only.

2. Attempt **ALL** questions. All questions carry equal marks and the distribution of the marks for each question is given.

3. Please write all your answers in the Answer Booklet provided.

QUESTION 1

Transforming an Enterprise Service Portal into A Customer-Centered Solutions Service

For quite some time, the University of Texas at San Antonio (UTSA) University Technology Solutions (UTS) department has been planning to improve its ticketing and customer support system—both the user interface, as well as the system's ability to track tickets for duplication and efficiency in client support. Many customers have complained that the present, outgoing system is cumbersome and that it takes far too long to plug in a request for a basic service from IT support services. The current ticketing system is used not just by IT but also by several other departments on campus, spreading the issue that needs to be addressed across several areas. Additionally, numerous departments across UTSA have asked to add their services into the centralized system but do not feel the current system meets their needs. These integration requests are especially important for departments that have integrated IT services and need to track technology assets.

The UTS department reviewed several platforms and quickly realized that this project would not only serve as an integration of new software but also require the incorporation of numerous departmental operations and processes across UTSA used by staff, faculty, and students. From that realization came the decision to establish a major project and team to support the sizeable effort, beginning in the initial planning and overview process. At that point, a team was put together, led by the director of Support Services. Its role was to not only assess the implications and planning process but also document steps so that IT departments at other colleges and universities could follow a similar process for the implementation of service support projects.

Many organizations that take on a project of this magnitude purchase software prior to a full implementation plan, or they allow software companies, contractors, or a combination of both to step in and make these decisions without fully vetting the overall impact to the department and the institution. In this case study, we examine UTSA's process and how the UTS department put together a team to work with customers, consultants, vendors, and contractors to make the vision of *quality customer support*—which was the most crucial deciding motive behind the software transition—a reality. *Quality customer support* was the foundation of the decision to change the software and moved this major project from visualization to realization.

(Source: Tirza Cardenas, B. G. (2019). *Transforming an Enterprise Service Portal into A Customer-Centered Solutions Service*. Retrieved from https://er.educause.edu/articles/2019/10/transforming-an-enterprise-service-portal-into-a-customer-centered-solutions-service*)*

Continued ...

(a) Based on the case, University Technology Solutions (UTS) department is facing quiet a number of complaints and problems regarding their current ticketing and customer support system. They have been planning to improve the systems for both, the user interface as well as the system's ability to track tickets for duplication and efficiency in client support. Discuss **SEVEN (7)** activities of change management process that supposed to be implemented in order to improve their current systems.

(14 marks)

(b) Business case is also important in improving their current systems. Explain why?

(3 marks)

(c) By using the template below, explain business case contents for the proposed project to UTS department. (Please write your answers in Answer Booklet)

Project Name	Quality Customer Support System
Introduction	
Methods / Options Considered	
Business impacts / Benefits	
Risks	

(8 marks)

(Total: 25 marks)

QUESTION 2

(a) Information Technology Infrastructure Library (ITIL) is a framework of best practices to manage IT operations and services defined in mid 1980s by Government of Commerce, UK. ITIL 's main objective is to align business and Information Technology but allows organization to implement what is relevant to their business.

(i) Discuss any **THREE (3)** benefits of ITIL implementation in an organization.

(6 marks)

(ii) There are five services of ITIL v3 framework. Explain **THREE (3)** services that primarily concerned with bringing new or improved services to the service catalog.

(9 marks)

Continued ...

(b) Discuss **THREE (3)** service strategy processes and identify their output.

(10 marks)

(Total: 25 marks)

QUESTION 3

(a) As a Senior IT Manager of OCBC Bank, you are required to prepare IT Service Catalog for an email and calendaring services that will serve their communities. Provide your answers in Answer Booklet as below:

Service Title	E-mail and calendaring service
Introduction	
Descriptive	
Services and Rates	
Service Requests and Fulfillment Targets	
Responsible of Parties	

(15 marks)

(b) The purpose of service design is to ensure that consistency and integration within all activities and processes across the entire IT technology. List out the **SEVEN (7)** service design processes and briefly discuss what is the output of service design.

10 marks)

(Total: 25 marks)

QUESTION 4

(a) Differentiate between incident management and problem management. Explain **EIGHT (8)** activities under incident management process.

(19 marks)

(b) The purpose of event management is to detect events, make sense of them and determine that the appropriate control action is provided. Identify the **THREE (3)** types of events.

(6 marks)

(Total: 25 marks)

End of Paper